

IN THE ABSTRACT:

Please add an abstract as follows:

Display driver circuits for driving an organic light emitting diode display, particularly a passive matrix display with greater efficiency are described. The display includes at least one electroluminescent display element, and the driver includes at least one substantially constant current generator for driving the display element. The display driver control circuitry includes a drive voltage sensor for sensing a voltage on a first line in which the current is regulated by the constant current generator; and a voltage controller coupled to the drive voltage sensor for controlling the voltage of a supply for the constant current generator in response to said sensed voltage, and configured to control the supply voltage to increase the efficiency of said display driver.